ORDER

KLAS

Mike Jones K-WAS

National

1615 Estimate: Flight Dates: 08/15/12 - 08/22/12

36979

Issue

08849282

08/14/12 / 09/06/12 Original Date / Rev:

Order Type: **GENERAL**

Order / Rev:

Alt Order #:

Product Desc:

Waterfront Strategies

Buying Contact: Billing Contact:

1010 Wisconsin Avenue

Washington, DC 20007

Cash Billing Type:

Broadcast Billing Calendar: EOM/EOC

Agency Commission:

15%

Advertiser

Agency

Orders

Name: Demographic:

Name:

Patriot Majority A35+

Product Codes: PO4 Priority: LV1

Revenue Codes: AGY, POL, ISS New Business Thru:

Primary AE:

Sales Office:

Sales Region:

Billing Cycle:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
07/30/12	08/22/12	15	\$16,600.00	\$14,110.00		

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	15	\$16,600.00	\$14,110.00	0.00
Totals	15	\$16,600.00	\$14,110.00	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	12%	\$16,600.00		
Market	100%	\$138,333.33		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	23%	\$31,816.67		
KTUD	1%	\$1,383.33		
KVBC	0%	\$0.00		
KVVU	23%	\$31,816.67		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	08/15/12	08/21/12	8 News Now 6a M 8 News Now 6a M		6-7a	MTWTF	:30	2	\$1,200.00LV1	0.00 NM	2	\$2,400.00
	8 NEWS	TA WON 8	6A										
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	eek: 08/	15/12	08/21/12	MTWTF	2	\$1,200.00	0.00						
E 2	8	08/15/12	08/21/12	CBS This Morning	g 7-9a CM	7-9a	MTWTF	:30	2	\$1,200.00LV1	0.00 NM	2	\$2,400.00
				CBS This Mornin	g								

Print Date: 09/20/12 18:01:05 Page 2 of 2

Order / Rev:

36979

Advertiser:

Patriot Majority

Ait Order #:

08849282

Product Desc:

Issue

Flight Dates:

08/15/12 - 08/22/12

Estimate:

1615

KLAS

Ln Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len Spots	Rate Pri F	Rtg Type Spots	Amount
CBS TH	HIS MORN	NING							

CBS THIS MORNING	inventory code Broak	Otarven	a Timo Dayo	2011 000			-	
Start Date End Dat	e Weekdays Spots/Week	Rate	Rating					
Week: 08/15/12 08/21/12		\$1,200.00	0.00			_		
E 3 8 08/22/12 08/22/	2 CBS This Morning 7-9a CM	7-9a	W	:30	1 \$1,200.00LV1	0.00 NM	1	\$1,200.00
	CBS This Morning							
CBS THIS MORNING	0.4.04	5-1-	D-4				ĺ	
Start Date End Dat Week: 08/22/12 08/28/12		Rate \$1,200.00	Rating 0.00					
Week: 08/22/12 08/28/12 E 4 8 08/20/12 08/21/		9-10a	MT	:30	3 \$800.00LV1	0.00 NM	3	\$2,400.00
E 4 8 08/20/12 08/21/	Live With Regis & Kelly	3-10a	MI	.50	3 4000.00241	0.00 14141		42 ,400.00
LIVE! WITH KELLY	Live with regio a reny							
Start Date End Dat	e <u>Weekdays</u> <u>Spots/Week</u>	Rate	Rating					
Week: 08/15/12 08/21/12	мт 3	\$800.00	0.00					
E 5 8 08/22/12 08/22/1	•	9-10a	W	:30	1 \$800.00LV1	0.00 NM	1	\$800.00
	Live With Regis & Kelly						ĺ	
LIVE! WITH KELLY	- 101-alidaus Casta 001-ali	Data	Detina					
Start Date End Dat Week: 08/22/12 08/28/12		· . —	Rating 0.00				İ	
	2 8 News Now Noon M-F CM	12-1230p	MT	:30	2 \$1,100.00LV1	0.00 NM	2	\$2,200.00
2 0 0 00/20/12 00/21/	8 News Now Noon M-F	12-1200p	****	.00	2 41,100.00241	0.00 11111	_	4 2,200.00
8 NEWS NOW AT NOON							1	
Start Date End Dat	e <u>Weekdays</u> <u>Spots/Week</u>	Rate	Rating					
Week: 08/15/12 08/21/12	MT 2	\$1,100.00	0.00					
E 7 8 08/18/12 08/18/	2 Politics Now S Sebelius CM	Various	S-	:30	1 \$1,000.00LV1	0.00 NM	0	\$0.00
POLITICS NOW	Politics Now S Sebelius	(4:30 PM-5	:00 PM)					
Start Date End Dat	e Weekdays Spots/Week	Rate	Rating					
Week: 08/13/12 08/19/12	_ \	\$1,000.00	0.00					
Spot Ch Date Range		t/End Time		<u>Veekdays</u>	Length Rate	Rtg Type		
1 8 08/13/12-08/19/12	Politics Now S Sebelius Var	ious	(4:30 PM-5:00 P-	Sa	:30 (\$1,000.00)	0.00 NM		
Credited								
due Charger Football								
E 8 8 08/20/12 08/21/	2 8 News Now 4p M-F CM	4-5p	MT	:30	3 \$1,300.00LV1	0.00 NM	3	\$3,900.00
8 NEWS NOW AT 4PM &	8 News Now 4p M-F						i	
Start Date End Dat		Rate	Rating					
Week: 08/15/12 08/21/12		\$1,300.00	0.00					
	2 8 News Now 4p M-F CM	4-5p	W	:30	1 \$1,300.00LV1	0.00 NM	1	\$1,300.00
	8 News Now 4p M-F				, , , , , , , , , , , , , , , , , , , ,			,
8 NEWS NOW AT 4PM &							i	
Start Date End Dat			Rating				i	
Week: 08/22/12 08/28/12	!W 1	\$1,300.00	0.00				<u> </u>	